

# January 2011 Harris Poll Quorum

January 26, 2011

Created for: American Library Association

Presented by: Harris Interactive

*Interviewing: January 19-23, 2011*

*Respondents: 1,012 Adults 18+*

*NOTE: A ( \* ) means less than one-half percent responding; and a ( - ) means non-response or zero percent*

## **PUBLIC LIBRARIES**

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I am going to asking some questions about public libraries.

Q1. First, do you have a library card?

2010	2011	
1025	1012	BASE
%	%	
62	58	Yes
38	41	No

Q2. Now, think about how many times during the past

By telephone

2010	2011	
1025	1012	BASE
%	%	
85	81	Zero
10	11	1 to 5
2	2	6 to 10
1	2	11 to 25
1	1	More than 25
1	3	Don't know/refused

By computer

2010	2011	
1025	1012	BASE
%	%	
70	71	Zero
15	14	1 to 5
4	4	6 to 10
6	3	11 to 25
3	5	More than 25
1	3	Don't know/refused

**SUMMARY TABLE**

By telephone

2010	2011	
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Q8. Overall, thinking of your public library, based on what you know or have heard or read, how satisfied are you with your public library – extremely satisfied, very satisfied, somewhat satisfied, only a little satisfied, or not at all satisfied?

2010	2011	
1025	1012	BASE
%	%	
71	70	Extremely/Very satisfied (NET)
29	26	

76      83      Provides computer access, training

7      5      Not

Is a place where I can learn for a lifetime

2010	2011	
1025	1012	BASE
%	%	
<b>87</b>	<b>90</b>	<b>Important (NET)</b>
68	72	Very important
19	18	Somewhat important
<b>11</b>	<b>9</b>	<b>Not important (NET)</b>
6	5	Not too important
5	4	Not important at all
2	1	Don't know/Refused

Serves as a community center

2010	2011	
1025	1012	BASE
%	%	
<b>83</b>	<b>84</b>	<b>Important (NET)</b>
53	52	Very important
30	33	Somewhat important
<b>14</b>	<b>15</b>	<b>Not important (NET)</b>
6	8	Not too important
7	7	Not important at all
3	1	Don't know/Refused

Helps in finding a job

2010	2011	
1025	1012	BASE
%	%	
<b>66</b>	<b>67</b>	<b>Important (NET)</b>
41	38	Very important
25	29	Somewhat important
<b>30</b>	<b>29</b>	<b>Not important (NET)</b>
14	17	Not too important
16	13	Not important at all
5	3	Don't know/Refused

Helps in starting a business

2010	2011	
1025	1012	BASE
%	%	
<b>61</b>	<b>70</b>	<b>Important (NET)</b>
29	32	Very important
32	38	Somewhat important
<b>32</b>	<b>27</b>	<b>Not important (NET)</b>
15	13	Not too important
16	13	Not important at all
7	3	Don't know/Refused

Provides computer access, training and support

2010	2011	
1025	1012	BASE
%	%	
<b>76</b>	<b>83</b>	<b>Important (NET)</b>
51	59	Very important
25	24	Somewhat important
<b>21</b>	<b>15</b>	<b>Not important (NET)</b>
9	8	Not too important
12	8	Not important at all
3	1	Don't know/Refused

Enhances my education

2010	2011	
1025	1012	BASE
%	%	
<b>84</b>	<b>89</b>	<b>Important (NET)</b>
62	65	Very important
22	24	Somewhat important
<b>14</b>	<b>11</b>	<b>Not important (NET)</b>
5	5	Not too important
9	6	Not important at all
2	*	Don't know/Refused



Q18. Please tell me if you agree or disagree with each of the following statements. [IF AGREE/DISAGREE: Do you strongly or somewhat agree/disagree with that statement?]

SUMMARY TABLE OF AGREE

2010	2011	
1025	1012	BASE
%	%	
96	94	Because it provides free access to materials and resources, the public library plays an important role in giving everyone a chance to succeed
94	91	The library improves the quality of life in our

The library improves the quality of life in our community

2010	2011	
1025	1012	BASE
%	%	
<b>94</b>	<b>91</b>	<b>Agree (NET)</b>
63	61	Strongly agree
31	30	Somewhat agree
<b>5</b>	<b>8</b>	<b>Disagree (NET)</b>
2	6	Somewhat disagree
2	3	Strongly disagree
2	*	Don't know/Refused

My public library deserves more funding

2010	2011	
1025	1012	BASE
%	%	
<b>81</b>	<b>79</b>	<b>Agree (NET)</b>
55	48	Strongly agree
27	31	Somewhat agree
<b>13</b>	<b>16</b>	<b>Disagree (NET)</b>
8	9	Somewhat disagree
5	7	Strongly disagree
6	4	Don't know/Refused

Because it provides free information regarding local, state and federal elections, the library is critical to our democracy

<b>2010</b>	<b>2011</b>	
1025	1012	BASE
%	%	
<b>83</b>	<b>80</b>	<b>Agree (NET)</b>